

## ABSTRAK

Skripsi dengan judul “Implementasi Prinsip *Good Corporate Governance* dan *Service Excellence* Karyawan Dalam Meningkatkan Kepuasan Nasabah (Studi Kasus Pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung)” ini ditulis oleh Siti Nur Kolifah, NIM 17401163535, Fakultas Ekonomi dan Bisnis Islam, Jurusan Perbankan Syariah, Institut Agama Islam Negeri Tulungagung, dibimbing oleh Dr. H. Mashudi, M. Pd. I.

Penelitian ini dilatar belakangi oleh semakin ketatnya persaingan antar BMT di Era Globalisasi sekarang ini, untuk itu BMT harus meningkatkan kualitas perusahaan agar mampu bersaing dan memberikan pelayanan terbaik.

Tujuan dari penelitian ini adalah untuk mengetahui implementasi prinsip *Good Corporate Governance* dalam meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung, untuk mengetahui implementasi *Service Excellence* karyawan dalam meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung. Dan untuk mengetahui perbandingan implementasi prinsip *Good Corporate Governance* dan *Service Excellence* karyawan dalam meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung.

Metode penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yang digunakan untuk memecahkan masalah dengan informasi yang didapat dari wawancara terhadap direktur serta anggota BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung dengan mengetahui tentang implementasi prinsip *Good Corporate Governance* dan *Service Excellence* karyawan dalam meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung.

Dari hasil penelitian ini menunjukkan bahwa dalam melakukan implementasi prinsip *Good Corporate Governance* untuk meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung terdapat adanya 5 prinsip *Good Corporate Governance*. Dalam melakukan implementasi *Service Excellence* karyawan untuk meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung terdapat adanya konsep A6 *Service Excellence*. Dan terdapat perbandingan dalam melakukan implementasi *Good corporate Governance* dan *Service Excellence* karyawan untuk meningkatkan kepuasan nasabah pada BMT Harapan Umat Tulungagung dan BMT Istiqomah Tulungagung.

**Kata Kunci:** *Good Corporate Governance*, *Service Excellence*, dan Kepuasan Nasabah.

## ABSTRACT

A thesis entitled with “The Implementation of Good Corporate Governance and Employers’ Service Excellence Principle in Increasing Customers’ Satisfaction (Case Study at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung)” was written by Siti Nur Kolifah, Student Registered Number 17401163535, Faculty of Economy and Islamic Business, Department of Syariah Banking, State Islamic Institute of Tulungagung, guided by Dr. H. Mashudi, M. Pd. I.

This research was based on the increasingly strict competition of BMT in this globalization era. So BMT have to increase the quality of the company in order to be able to compete and give the best service.

The objectives of this research are to describe the implementation of good corporate governance principle in increasing customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung, to describe the implementation of employers’ service excellence principle in increasing customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung, and to determine the comparison in implementing the good corporate governance and employers’ service excellence principle in increasing customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung.

This research was conducted using qualitative method with the descriptive approach in order to solve the problem by using informations obtained from the interview with the director and members of BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung and by knowing about good corporate governance and employers’ service excellence principle in increasing customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung.

The result of this research showed that in implementing good corporate governance principle to increase customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung there were 5 principles of good corporate governance. In implementing the employers’ service excellence principle to increase customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung there was an A6 concept of service excellence. And there were some comparisons in implementing good corporate governance and employers’ service excellence to increase customers’ satisfaction at BMT Harapan Umat Tulungagung and BMT Istiqomah Tulungagung.

**Keywords:** Good Corporate Governance, Service Excellence, and Customers’ satisfaction.